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A sign unit is adapted to be supported with at least a portion exposed to incident light and includes a sheet-like device with a front exhibiting the information of the sign unit and a back opposite to the front. At least one light-emitting member is arranged on the sheet-like device. The light-emitting member has a front end which is positioned at or in front of the sheet-like device and a rear opposite end. The light-emitting member is made of a fluorescent plastic material and has a thickness which is considerably smaller than its length between the front and rear ends and the member is adapted to absorb, between the ends, incident light and to conduct this to the front end for emission at the front of the sign unit.